

Notice of References Cited

Application/Control No.

09/715,562

Applicant(s)/Patent Under
Reexamination
BAUER ET AL.

Examiner

Chad Zhong

Art Unit

2154

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U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	"Direct MarketingOnline To Avoid Spam, Check source of email lists", Interactive PR & Marketing News, v5, n20, Oct 2, 1998.
	V	"competition law – dominant market position – anti-competitive behaviour – Competition Act 1998", Collins, J Feb 11, 2000.
	W	"UK CASE STUDY: The Postal Preference Service More of the mail you want, less of what you don't" 1999.
	X	"How a Retailing Stalwart Plans To Apply Precision of Direct Marketing to the Web. (Company Business and Marketing)" Andrews, Whit. Internet World June 14, 1999.

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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	U	"Evaluating Web Impact - the death of the highway metaphor" Murray, Michael Direct Marketing Jan 1997, Vol. 59, Iss 9
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